



Cross-Cultural Management Challenges in Pan-African Companies in Botswana

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Published: 24 March 2008 | **Received:** 06 February 2008 | **Accepted:** 08 March 2008

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DOI: [10.5281/zenodo.18880724](https://doi.org/10.5281/zenodo.18880724)

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Abstract

Cross-cultural management challenges are increasingly recognised as significant barriers to organisational success in multinational settings. A qualitative approach was employed through semi-structured interviews with executives from various Pan-African firms based in Botswana, supplemented by secondary data analysis of existing literature. Findings indicate that cultural misunderstandings contribute significantly to managerial effectiveness, affecting decision-making processes and team cohesion. Pan-African companies operating in Botswana must develop more culturally sensitive leadership models and communication strategies to enhance cross-cultural competence. Develop training programmes for managers on diverse cultural norms and behaviors; integrate cultural competency into company-wide policies and practices.

Keywords: *Pan-African, Multinational, CulturalDiversity, Ethnocentrism, InterculturalCommunication, HofstedeModel, CrossCulturalTraining*

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